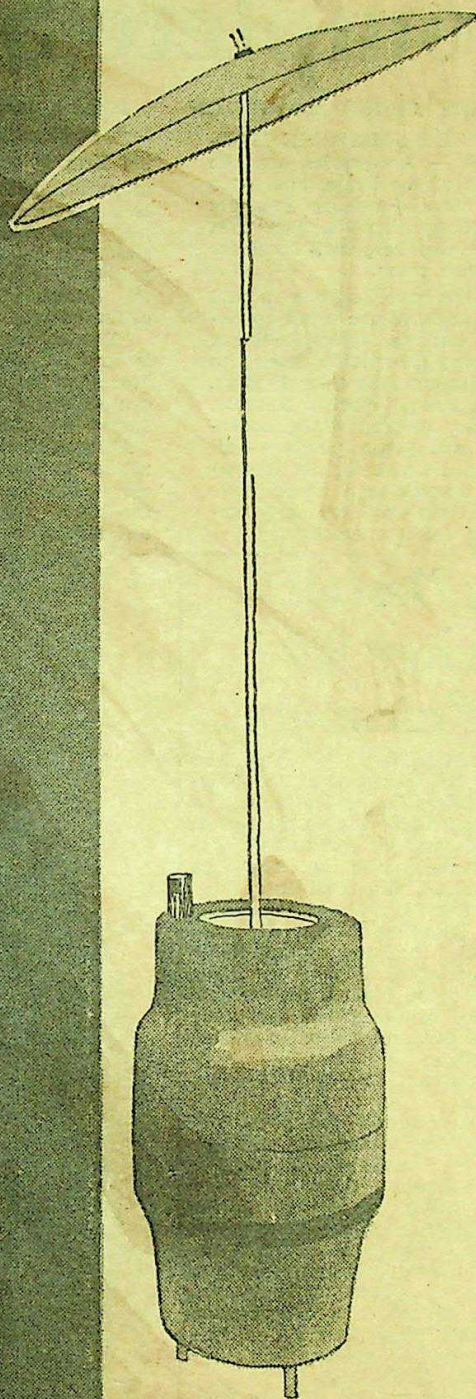
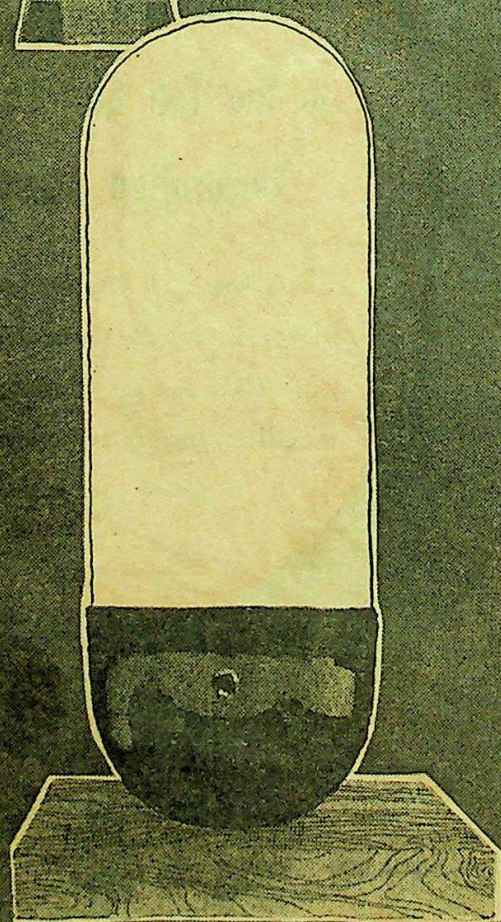


# LIGHT S H A P E S



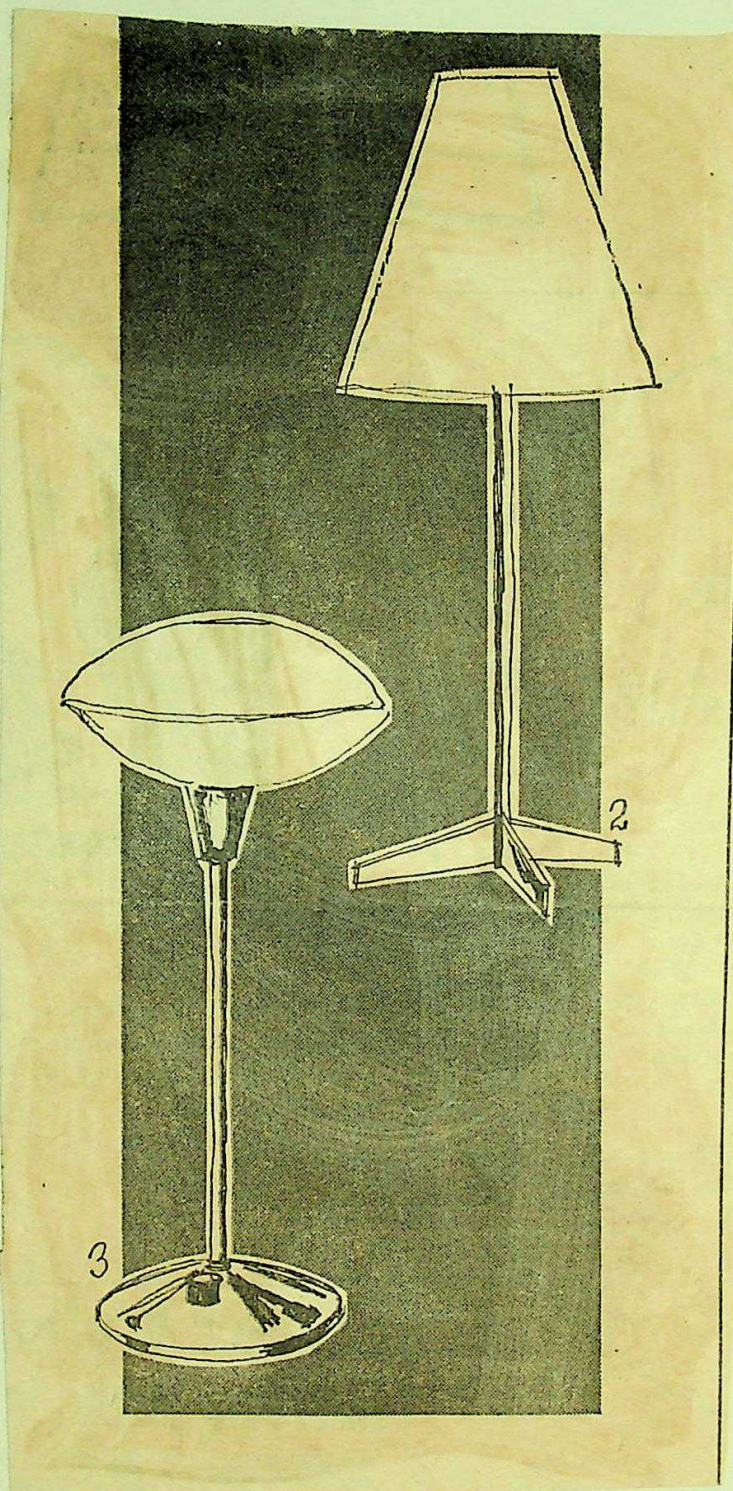
SHAPE has a good deal to do with function in new lamps by Design Line Inc.

At left Peglite and Tranquillite are both column lamps, the Peg, a polystyrene cylinder and the Capsule, a hand-blown opal-cased glass. The bases are one of 12 clear, enamel colors.

The floor lamp, above, is operated by adjusting the metal disc to reflect the desired amount of light emanating from the base.

All three are designed by





Home Furnishings Daily,  
January 10, 1966, p. 45



TELL CITY, IND.



**BLACK AND BRASS**  
make beautiful  
contrasts to the  
Andover maple.

**TAND LAMP**  
on of  
table  
lique  
stand.

**FIRE SCREEN  
LAMP**

Nice adaptation  
of the Colonial  
"pole screens"  
used as protection  
from too much  
fireplace heat.

**OTE TABLE**

Handy chairside table that  
you can easily carry with  
you when you change seats.

**CANDLESTICK  
LAMP**

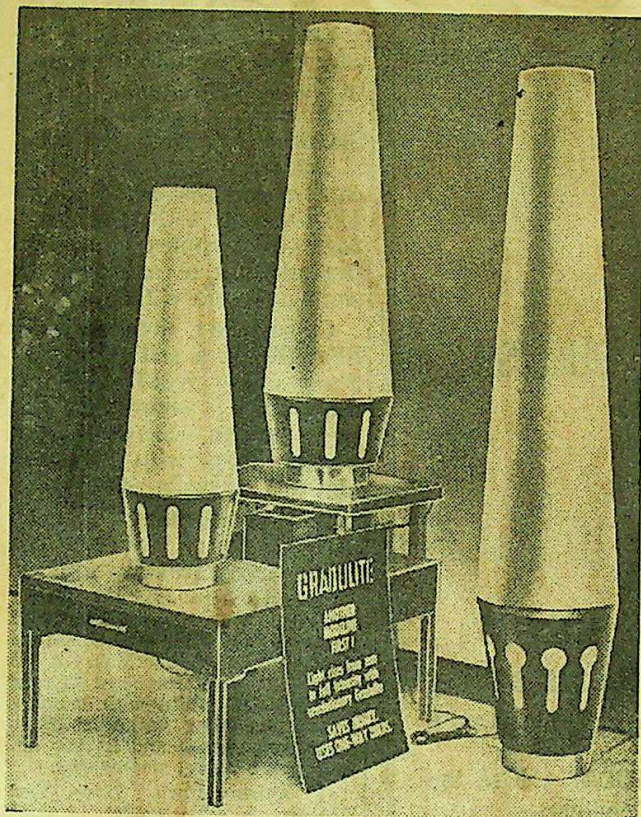
Like the popular  
candle stands of  
early America.

H. F. D. , B. 17  
9/7/65

Home Furnishings Daily, B. 17,  
9/7/65



## the Word



**BRIGHT APPROACH TO DIMMERS** — Customers in the lamp department of Macy's Herald Square store are doing double-takes these days. The stopper: A working display illustrating the versatility of Gradu-lite dimmer lamps, which were introduced at the January markets by the Modeline Co. of California.

Consumer education — which traditionally receives more lip service than action — is effectively achieved here via showmanship. Three sizes of the dimmer model are coordinated to hit all the light nuances from off to full brightness.

The display is situated mid-aisle at rear entrance of department. An explanatory sign stresses economical aspect: "SAVES MONEY — USES ONE-WAY BULBS." (Prices are \$59.95, \$85 and \$99.99.)

According to a department spokesman, the dimmers have

attracted considerable consumer interest, with the smaller model leading sales activity. (Newspaper ad tie-ins have not been used at this point.)

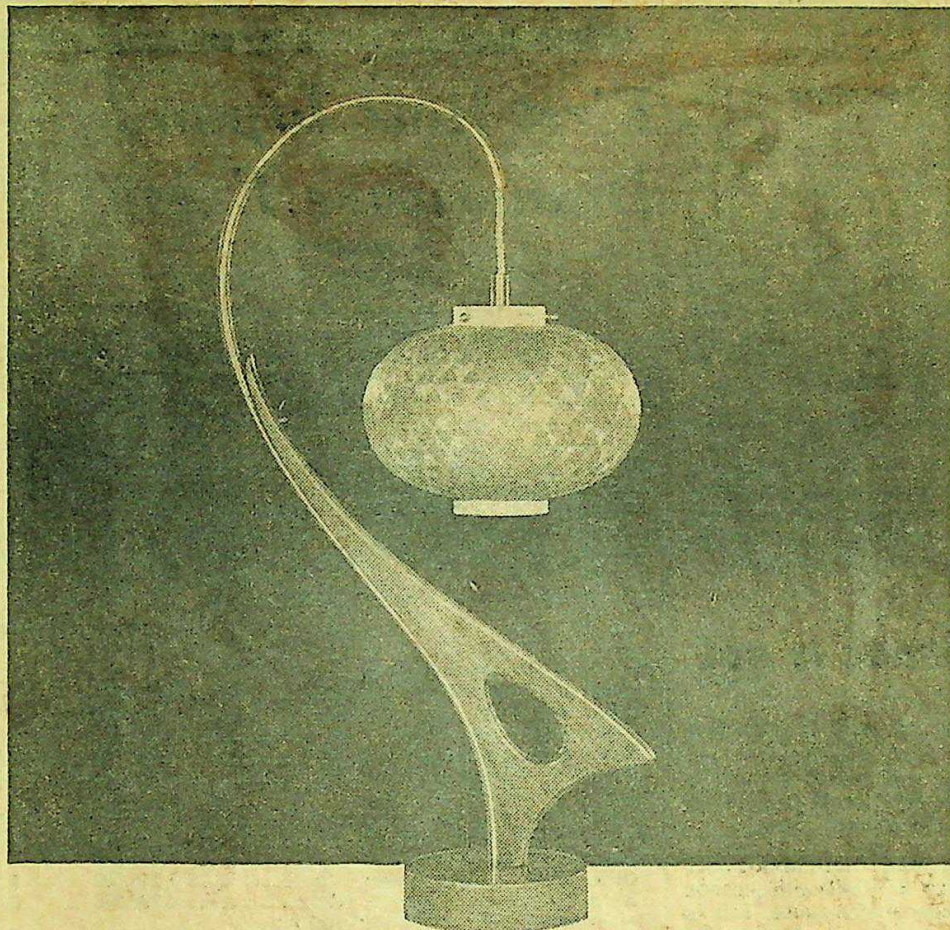
But more important, perhaps, is the long-range potential of dimmer lamps in general. And, more displays with visual impact such as Macy's are needed.

**THE WINNAHS!** — "Little ole' me?!" exclaimed Kathryn Weston, lamp buyer for the Belks Store, Columbia, S. C., when Buddy Greenspan (Pee Gee Lamps) drew her name for

*Home Furnishings Daily*  
*Monday, Feb. 1, 1965*  
*page 18*



*me Furnishings Daily*  
*Sept. 14, 1964*  
*Page 21*



*Eyes light up when they see this*

## Modern Spherulite Table Lamp

It's new—it's modern—it's eye-arresting—it's most attractive. Besides, it's a very practical table lamp. The finish is oiled walnut, trimmed in banker's bronze. Shade is diamond patterned, hand-woven chromspun threading, with inner cylinder of white fiberglass. Comes in an assortment of colors. Light switch in base. Overall height, 35".

**Rembrandt**  
 **Lamps**  
*Masterpieces*



D 48/20.1

D48-20.A

91

Gross Chandelier, St. Louis

Maria Pergay, Paris

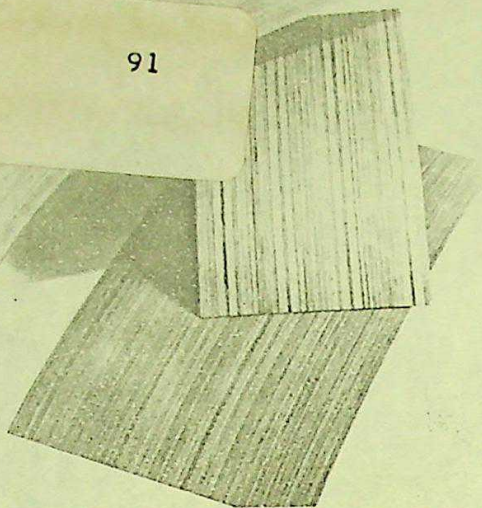
L'Eureil,  
St. Paul de Vence,  
France

Reggiani, Milan

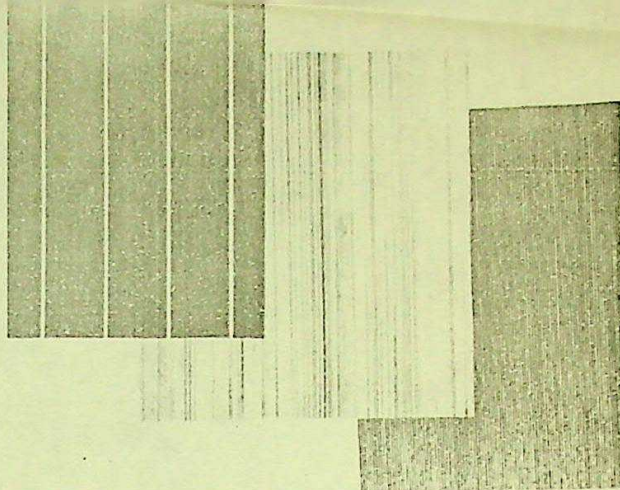
International  
NOVELTIES

Home Furnishings Darley  
10/22/62 p.30

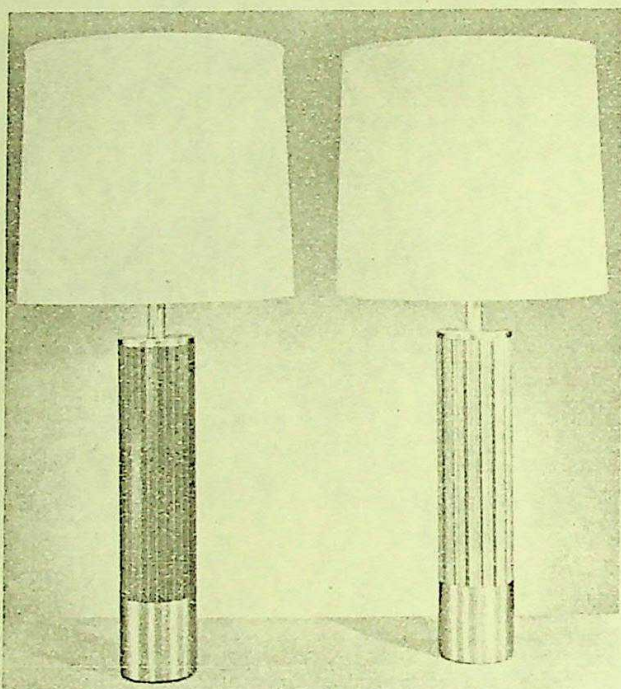




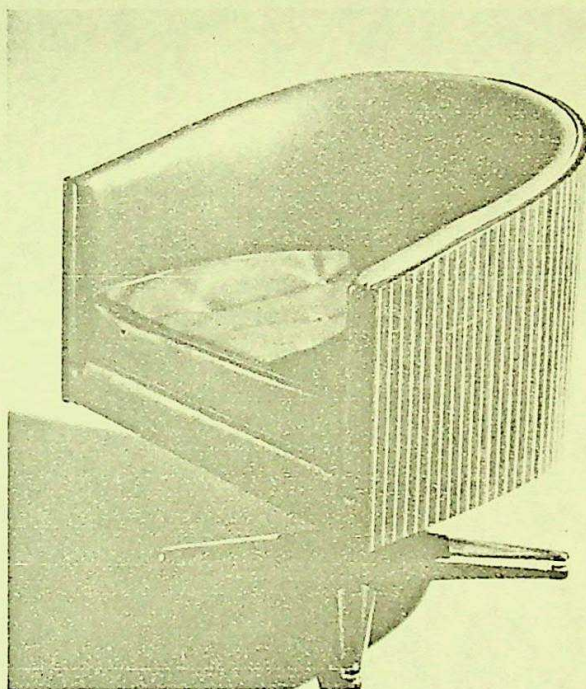
Fineline veneers



Variations in Fineline veneers

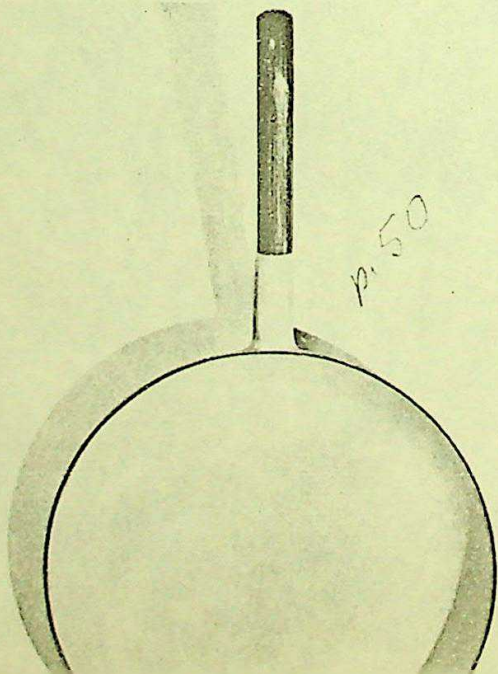


Lamps by Lightolier with Fineline veneer bases



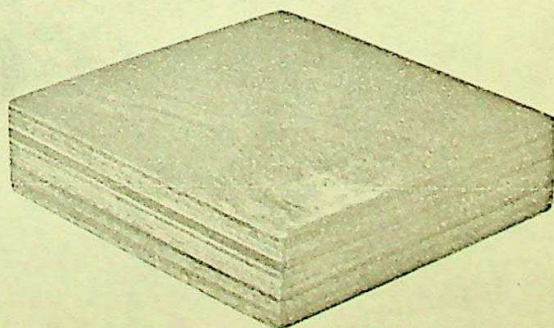
Chair with Fineline veneer backing

Frying pan with Stamina Wood handle



Stamina Wood

Industrial Design  
July 1953  
P. 50



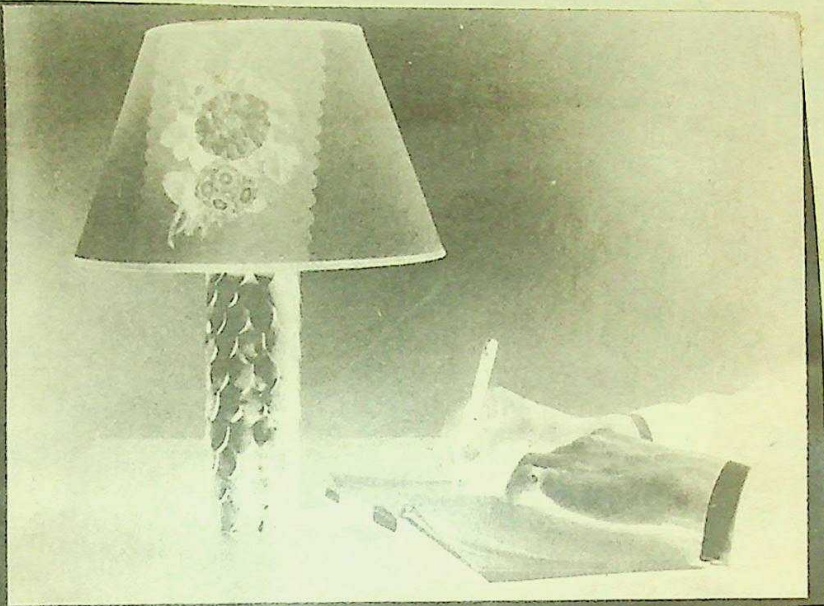


# Lamp Base

decorated with  
**MINIATURE METAL  
SHINGLES**

Here's a unique idea for a small lamp. Its foundation is a wooden cylinder which is covered with a number of uniform pieces of thin metal cut from any waste scraps and nailed on in overlapping rows

BY BERTRAM BROWNOLD





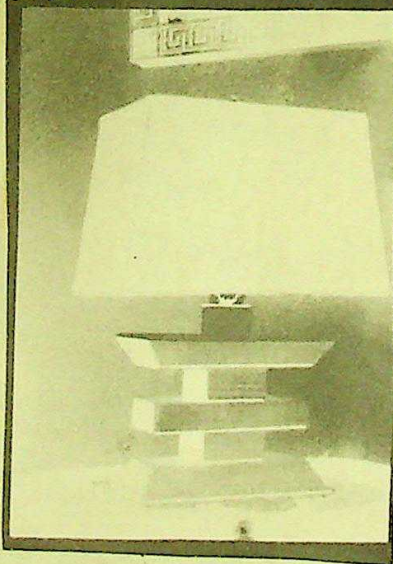
**A LOW-COST MODERN LAMP**

**N**EEED a nice lamp? Here is a modern and attractive lamp base easily turned out on the bench saw. It's not radically modern, but a refreshing new design that lends itself particularly well to use on sun porches or in rooms paneled in natural pine.

The wood needed for this project is 23" of 2 x 6 and about 18" of 2 x 4. These can probably be obtained from scrap materials around some house under construction since the bottom and top piece of the base only require 11" of 2 x 6 each, and the 2 x 4 center pieces are even shorter. However, care should be taken in selecting the pieces, particularly if the base is to be finished natural. Since the base is only sanded lightly, it should not be marred by hammer marks; and unless a knotty-pine effect is desired, the materials chosen should be free from knots. Cut the various members to the dimensions given in the drawing.

Select the piece to be used as the base or bottom piece of the lamp base. With a  $\frac{3}{8}$ " bit, bore a hole for the wire to pass through from the back of the base. Bore a 1" hole to a depth of 1" on the under face of the base member as shown in the drawing. Locate and draw center lines on the face of each member and bore a  $\frac{1}{2}$ " hole through each piece.

Next, set the bench saw to cut a 32° angle and bevel the four sides of







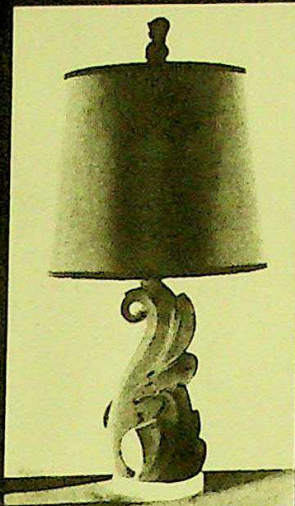
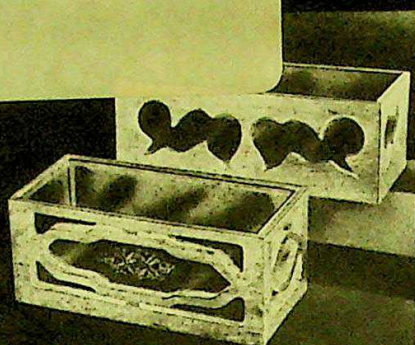


Lamp in photo No.1



This unique lamp (photo No. 1) was made by Lenard Reckling of Grand Island, Nebraska. Material used was maple. The colored inserts on the base spindle are pieces of blue and red plastic. The base is hollow and is lit up with a seven watt bulb. Colored accents on the shade are red and blue made of adhesive paper.





#### ABOVE:

**ACANTHUS LEAF**, a new Royal Haeger lamp, stands 26 inches high. Has a ceramic base with colorful glazes, in yellow, chartreuse, or silver grey. The graceful leaf motif is carried out in the finial. The sprayed parchment drum shade is trimmed with attractive braid. Priced to retail at about \$10. From the Royal Haeger Lamp Co., Dundee, Ill.

#### LEFT, FROM TOP TO BOTTOM:

**WOOD** and brass planters are created by the H. G. Seiden Co., Inc., 53 Crosby St., New York. Measuring  $10\frac{1}{2} \times 4\frac{3}{4} \times 4\frac{3}{4}$  inches, these planters are available in walnut and mahogany at \$6.75 each. In blonde wood they are \$1 more.

**REALLY MUSICAL.** The "Four Songs," Beautiful Morning, April Showers, Easter Parade, and White Christmas, well known china figurines made by Goldscheider, Inc., 1441 Heath Ave., Trenton, N. J., now come with Swiss music boxes mounted in them. They wholesale at \$7.50 each and measures  $6\frac{1}{4}$  inches high. Each of the figures plays the tune it is named after. Other figurines not shown play Viennese waltzes. An attractive display card is available. The figures are still also available without music at \$5 each wholesale. Most of the items in the Goldscheider line have been reduced in price, many as much as 33 percent. Available from Marks & Rosenfeld, Inc., 147 Fifth Ave., New York, and 712 South Olive St., Los Angeles.

**LEAF DANCE** is one of the new patterns in coordinated table glassware recently introduced by the Libbey Glass Co., Toledo, Ohio, and the Edwin M. Knowles China Co., 212 Fifth Ave., New York, and designed by Virginia Hamill. The glassware comes in three sizes, 12-ounce beverage size, 10-ounce water tumbler, and 6-ounce juice glass. The glasses are prepackaged eight to a set in colorful gift boxes. Retail at \$3 a set. (Slightly higher in the West and South.) The dinnerware is about \$30 for a setting for eight.

**RICHLIY DECORATED** in the Dresden manner are the Vista Alegre porcelain figures. The pair retails at \$50. They are imported by Charles Hall, Inc., 1020 Madison Ave., New York.



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*Sept. 21, 1949*

D48-20.R

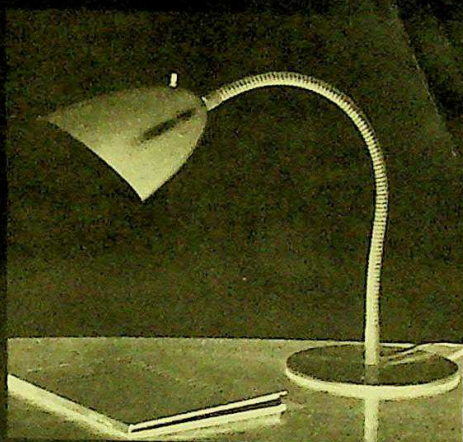
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## LIGHTING

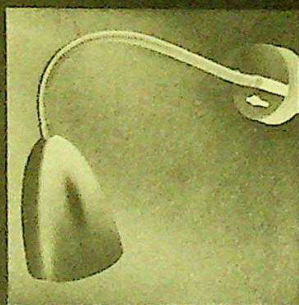
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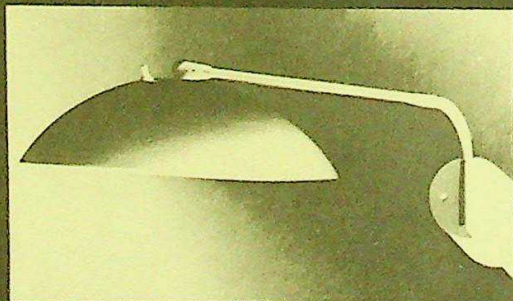
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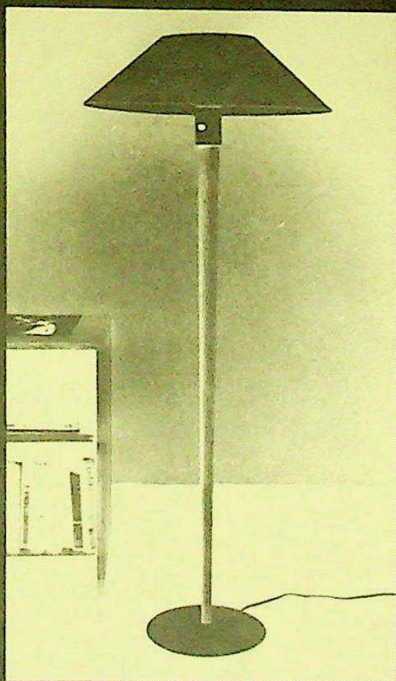


KURT VERSEN for Kurt Versen Company

Lighting. The design appeal of these lamps is the result of a careful analysis of their functional requirements rather than any arbitrary esthetic expression. Good use is made of the natural wood and metal colors and textures. A search for flexibility, and a straightforward use of the inherent characteristics of our modern light sources by shielding, reflecting or diffusing them, have introduced a promising new form to a generally retrospective field of design.

\$11.00 to \$16.50; floor lamp \$33.50.

35



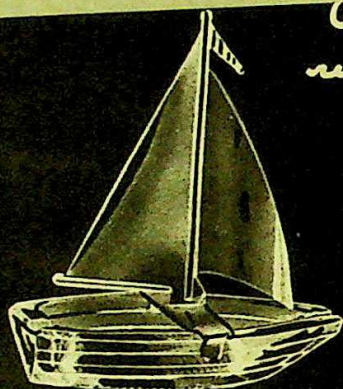


Property of U. S. Patent Office  
For Examiner Use Only.



## are—Nutcracker Sets

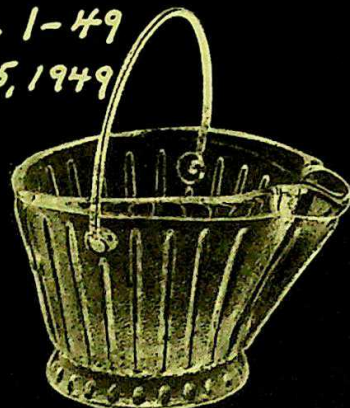
Catalog No. 1-49  
recd. July 5, 1949



No. 1044—GLASS BOAT ASH TRAY. An unusual and attractive ash tray. Base of glass moulded in form of a small sail boat. Chrome plated metal sail and mast. 6 inches long, 6½ inches high. A real value.

Per Dozen .....\$2.10

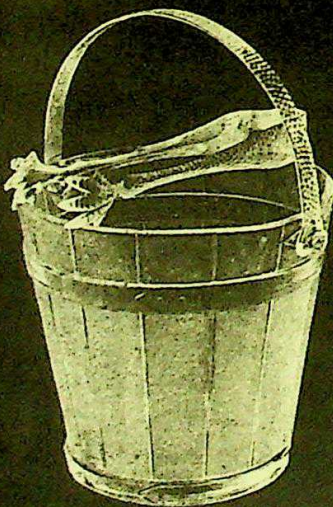
Per Gross .....\$24.00



No. 1045—GLASS SCUTTLE ASH TRAY. Made of glass moulded in shape of miniature coal scuttle, making an unusual attractive ash tray. Chrome plated metal handle. Packed 6 dozen to a carton. Height, 2 inches.

Per Dozen .....\$1.10

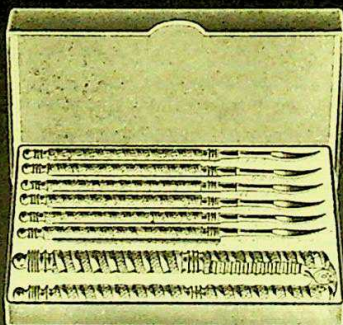
Per Gross .....\$12.50



### GLASS ICE BUCKET

No. 746 — ICE BUCKET. Stippled, frosted glass bucket 5¾" in height. Plated, hammered effect handle and ice tongs.

Per  
Doz.....\$5.25



No. 1046—NUTCRACKER AND NUT PICK SET. Consists of chrome plated, sturdy spring metal nut cracker, attractively styled, and 6 matching metal nut picks. Each set in nice looking partitioned box. Outstanding value.

Per Dozen Sets.....\$3.75



No. 770—5-PIECE CONDIMENT SET. Consists of a 5-ounce clear glass jar, spoon, salt and pepper shakers with metal top, and brightly polished oblong tray, size 8¾x3¾ inches. Each set in box.

Per Set.....50c.....Per Dozen Sets.....\$5.50

No. 1047—PLASTIC MINIATURE TOY LAMP. Complete with penlite battery and bulb. Lights with a flick of the finger. Can be used as a night light, a toy, or doll house accessory. Made of plastic in assorted colors. Height, 3½ inches.

Per Dozen ..\$4.00





*N.Y. Times, Mag. Sec. 6, Feb. 20, 1949  
page 38*

## HOME

*D 48 VXR  
20*

## 'Rediscovery' of Leather

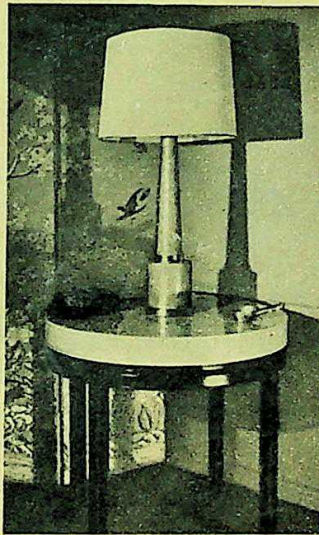
By MARY ROCHE

**T**HIS year, for the first time since the end of the war, the upholstery leather tanners can say without hedging: "Leather is now available." Even if no one had mentioned it, the fact ought to be clear enough from the profusion of leather coverings to be seen on the newest chairs, tables, desks, dressing tables, serving tables and even headboards for beds. One might almost suspect it was a new discovery, although everyone knows that leather is almost as old as man. But it is the small facts that everyone knows which seem to be the most frequently forgotten.

Even decorators have been known in absent-minded moments to call up a tanner and ask for "five yards of red leather, fifty inches wide." And the tanner must explain that cows, docile as they are, have not yet reached that degree of regimentation. Leather still comes by the hide, as it has since the Middle Ages, and prices are quoted by the square foot.

It's easy to become confused about the various grades of leather because the grain, snuffed

dents which the animal may have acquired in the course of his life on the range. (Leather lovers prize such irregularities as a mark of the real thing.) If this same top layer has been lightly sandpapered or snuffed to minimize the mark-



Leather covers apron and top of lamp table from Adams Leathers, Inc. \$225 through decorators.

rarely have occasion to buy leather over the counter, the price may seem a hypothetical point. But if she wanted to have a chair upholstered in leather she would discover that the cost of the material alone would compare with that of fifty-inch-wide fabric at anywhere from \$15 to \$34 a yard. We checked four New York stores, three decorators' showrooms and one upholsterer specializing in leather work and were quoted prices ranging from 90 cents to \$2 a square foot. The average for ordinary colors, like dark reds, greens and browns in a plain finish, was about \$1.30 a square foot. For pastel colors and for the glossier antique finish (which entails some hand labor) it was about \$1.60.

**B**UT in case you have pulled out a pencil to do some arithmetic, we hasten to add that leather does not go as far as fabric and to make a comparison you have to work on the premise that several feet of leather is equal to fifty feet of fabric.

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"New York Times"  
2-20-49  
XD-48  
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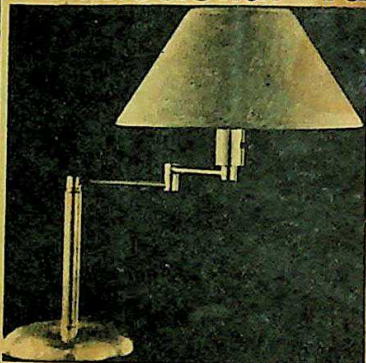
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*N.Y. Times Mag., Sec. 6, Feb. 13, 1949,  
48-20.3 page 60*

## **T O P P I N G**

### **DESIGNED FOR MODERN LIVING Functional Table Lamp \$10**



Excellent for use on Desks  
— Night Tables — Pianos  
— End Tables — etc.

- Adjustable swing arm.
- 3 way indirect light.
- Weighted base with felt padding.
- Overall height 20".
- Satin chrome or brass finish.
- 14" shade made of pebble cloth, available in chinese red, green, chartreuse & grey.

Send check or (M. O.) Express collect. Specify finish and color shade.

**THE LIGHTING MART, WESTWOOD, NEW JERSEY**



## TAUBE

ites you  
to preview

A completely new and exciting collection of IMPORTED LAMPS, FIGURES, and CHANDELIERS from Italy and Czechoslovakia . . . together with America's most beautiful line of hand-painted Lamps.



**CHICAGO show** 1279 Merchandise Mart

**NEW YORK show** Hotel New Yorker, Room 851

## TAUBE of philadelphia

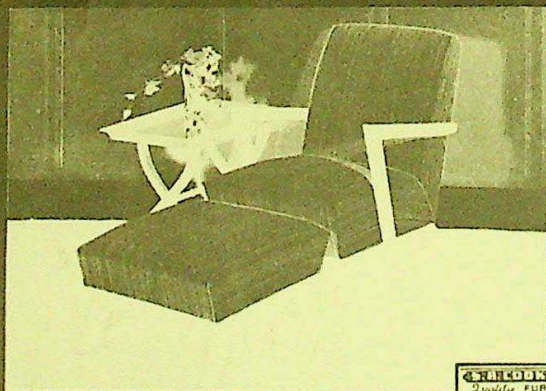
2317 Chestnut St., Philadelphia, Pa.

Showrooms: NEW YORK: 222 Fifth Ave.

CHICAGO: 1279 Merchandise Mart

LOS ANGELES: P. D. MEID CO., 712 S. Olive St.

## They're all talking about— COOK-CRAFT "YOUNG MODERNS" GROUP



Answer the ever-growing demand for smart modern furniture . . . priced to fit into young budgets . . . with the S. A. Cook "Young Moderns" group . . . featuring rubber foam cushioning over a rubberized hair base. Distinctive . . . different . . . this S. A. Cook "Young Moderns" Group combines good lines and fine detailing with high quality workmanship and serviceability. 15 co-related pieces that may be grouped together or used separately.

S. A. COOK & CO. • QUALITY UPHOLSTERED FURNITURE • MEDINA, N. Y.



Barn Yard by Milton Hebard of New York. Terra cotta, glaze and slip. Black and pink-toned, \$120.



Coc d'Or by Sascha Brastoff of Los Angeles. Gold with silver undertones, \$75.

## Tie-in with ceramic arts on tour

THE 13th Ceramic National, sponsored by the Syracuse Museum of Fine Arts and the Onondaga Pottery Co. is another exemplification of the important influence that art is having on industry. The show, comprising the works of 270 sculptors, potters and enamelists, will be on tour through January, 1950.

Retailers of home furnishings in cities where the exhibition will take place should capitalize on consumer interest in this event to promote fine art. We show here a few representative samples of decorative ceramics included in the show that can be duplicated for resale.



Madonna of Peace by Suzanne Nicolas of Ialip, N. Y. White and natural glaze, gold trim, 11", \$50.

Boston Museum of Fine Arts  
January 9-30

Smith College Gallery of Art  
February 9-March 2

University of Pittsburgh  
March 13-April 3

Cincinnati Art Museum  
April 15-May 8

Butler Art Institute  
May 18-June 8

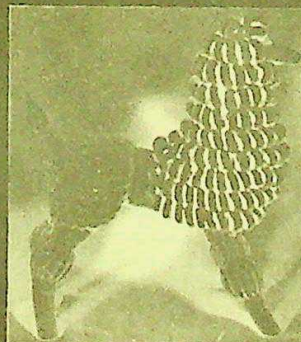
Dayton Art Institute  
June 18-Sept. 18

John Herron Art Institute  
October 1-23

Brooks Memorial Art Gallery  
November 6-27

Munson-Williams-Proctor Institute  
December 9-30

Rochester Memorial Art Gallery  
January, 1950



Pudel by Adolf Odorfer of Fresno, Calif. Light blue, green eyes and mouth, 15½", 15½" high, \$184.



Carousel Horse by Hazel Small Martin of Los Angeles. Heavy white, black and green, 12", \$80.



by any standard  
of comparison -

*Outstanding!*



# *Royal Haeger Lamps and Pottery*

## PERMANENT DISPLAY ROOMS AT:

Royal Haeger Lamp Co., Inc., Room 12100 Merchandise Mart, Chicago, Illinois • Harry L. Kramer Co., 225 Fifth Avenue, New York, New York • Sister Everett, 712 South Olive Street, Los Angeles, California • R. O. Drake and Company, Room 335-2nd Unit, Santa Fe Building, Dallas, Texas • Royal Haeger Lamps, Merchandise Building, Minneapolis, Minnesota • Brooks Lamp & Shade Co., Ltd., 44-50 Lombard Street, Toronto, Canada.

**ROYAL HAEGER LAMP CO., INC.**

**DUNDEE, ILLINOIS**

## PERMANENT DISPLAY ROOMS AT:

The Haeger Potteries, Inc., Room 15100 Merchandise Mart, Chicago, Ill. • The Haeger Potteries, Inc., 225 Fifth Avenue, New York, New York • The Newcombs, 712 South Olive Street, Los Angeles, California • The Newcombs, 1355 Market Street, San Francisco, California • R. O. Drake and Company, Room 335-2nd Unit, Santa Fe Building, Dallas, Texas • Haeger Potteries, Merchandise Building, Minneapolis, Minnesota • Fisher-Meier, Portland Merchandise Mart, 821 N. W. Flanders Street, Portland 4, Oregon • Fisher-Meier, 102 Terminal Sales Building, Seattle 1, Washington.

**THE HAEGER POTTERIES, INC.**

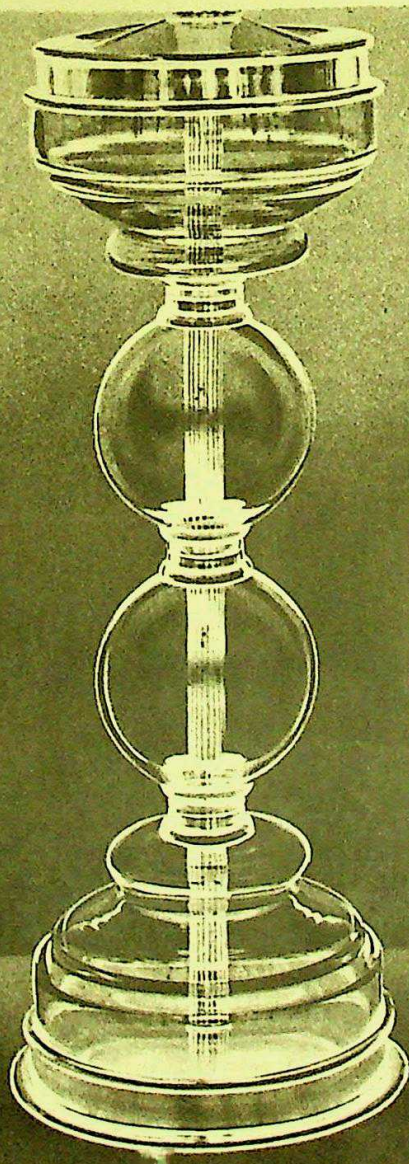
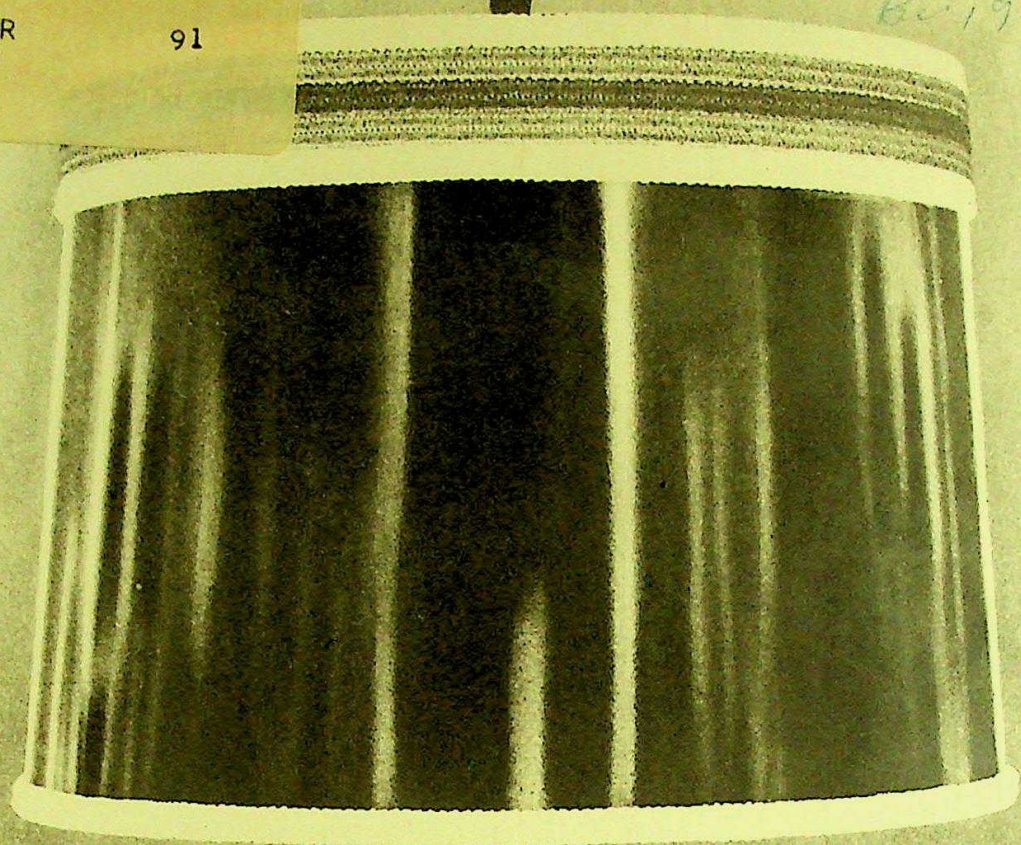
*Home Furnishings Merchandise Jan 1749  
Pg 24*



D48-20.R

91

Home Furnishings Merchandising  
Co. 1948 - pg. 9



PAUL

NEW YORK  
CHICAGO

HANSON

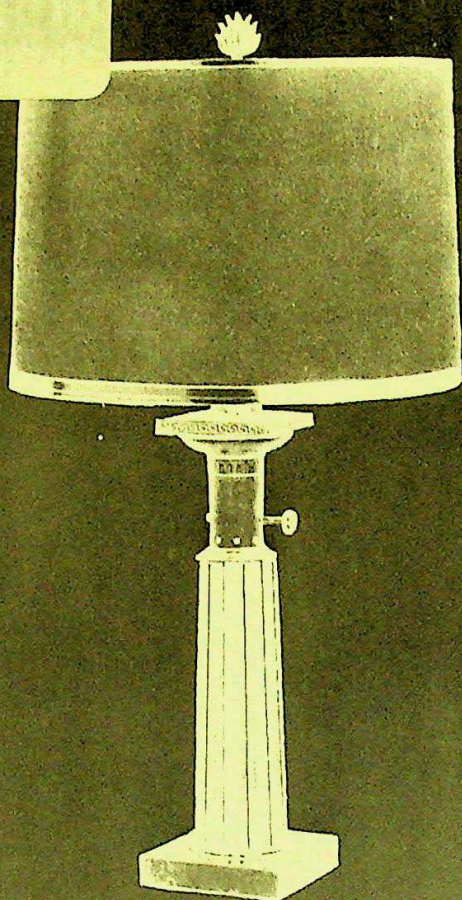
COMPANY



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# STIFFEL COLLECTION



*Fine Greek Revival Doric column oil lamp  
executed in old gilt and bronze on  
Botticino marble plinth. Original, c. 1800.*

## *A new and distinguished group of* **LAMP ORIGINALS**

*produced with great care and discretion from  
prototypes of the 18th century for persons  
devoted to the best taste and craftsmanship*

BY THE EMINENT DESIGNER

Edwin  
COLE

Manufactured by a Division of **THE STIFFEL-BRADLEY COMPANY** *Makers of Stiffelite Lamps*

1275 Merchandise Mart  
CHICAGO



16

15

948-20-R

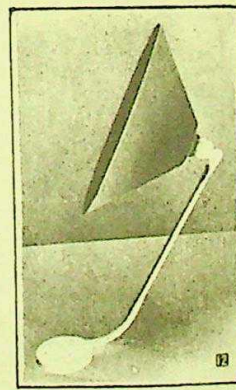
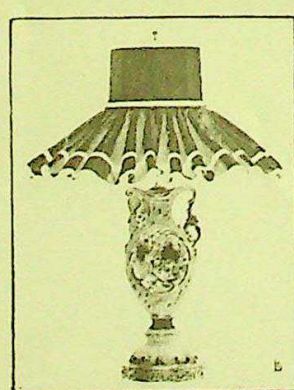
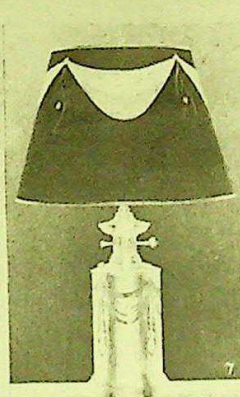
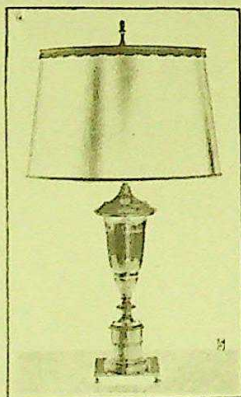
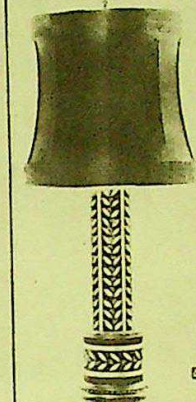
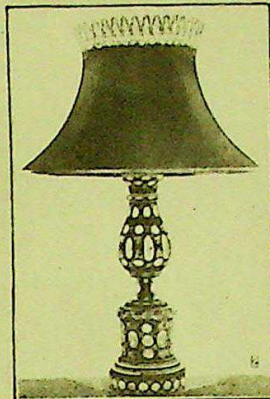
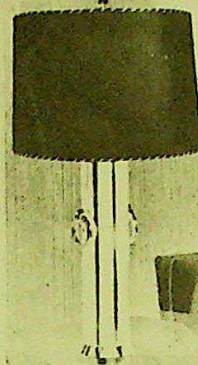
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# New Lamps

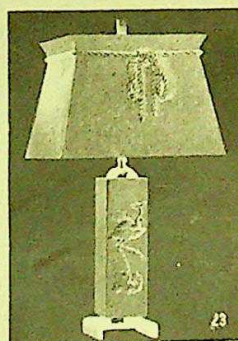
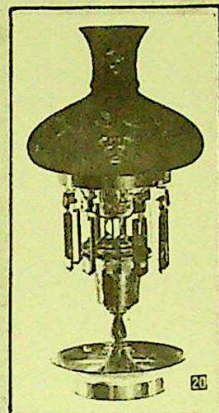
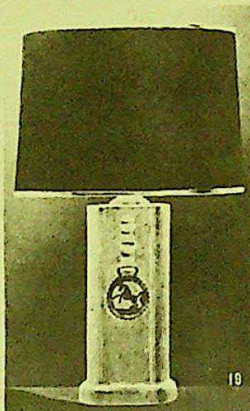
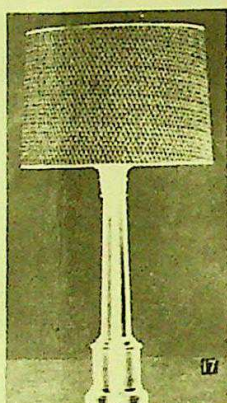
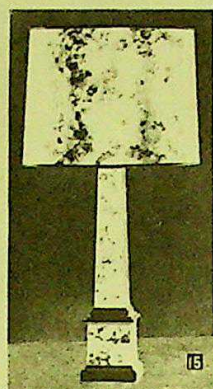
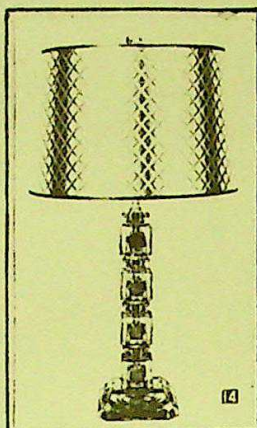
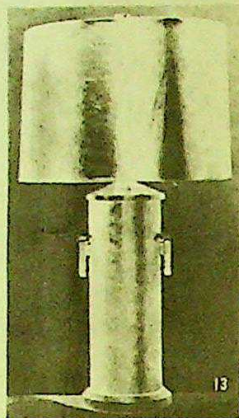
## DISPLAYED AT THE MARKETS

NEW LAMPS shown at the markets range from Colonial brass to modern ceramic, from crystal to porcelain and from reproductions of other years to lamps in keeping with the contemporary spirit. Different in size, color and feeling, the better lamps have this in common—they revealed a marked tendency to authenticity in design and a fine hand in the choice of materials. Widely varied in character though they are, the new season's lamps in general show a dignity and elegance of form and coloring that is a definite advance in styling, in keeping with the current trends in decoration and furnishing.

There is an advance, too, in the lighting performance of many of the new lamps, particularly in the Certified Lamps which are designed for greater attractiveness and more light.



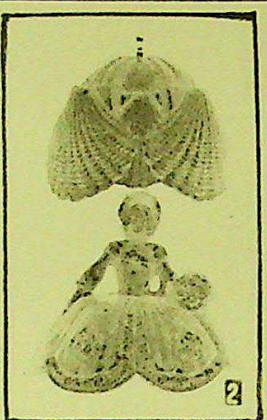




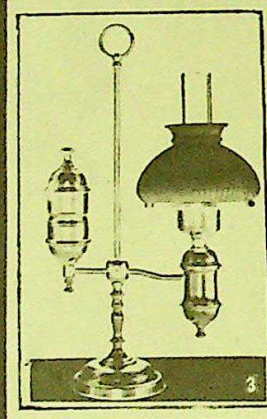
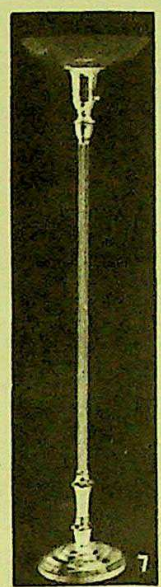
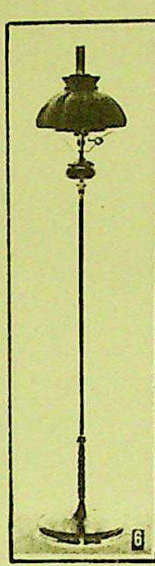
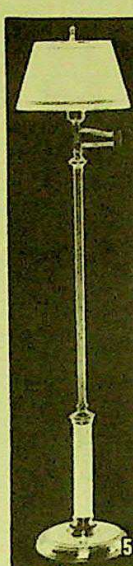
- No. 1 Lightolier Co., New York  
 No. 2 Goody Lamp Co., New York  
 No. 3 "Vic" T. Bruhn Co., Philadelphia  
 No. 4 J. B. Hirsch Co., New York  
 No. 5 J. Schafer Elec. Novelties Inc., New York  
 No. 6 The Crest Co., Chicago  
 No. 7 Morart Co., New York  
 No. 8 Cordey China Co., Philadelphia  
 No. 9 Royalton Lamp & China Corp., New York  
 No. 10 Portalamps Inc., New York  
 No. 11 Franklin Lamp Co., Franklin, Mass.  
 No. 12 Kurt Versen Co., Englewood, N. J.

- No. 13 Mario Mfg. Co., Inc., New York  
 No. 14 Sheller Bros., Union City, N. J.  
 No. 15 Art Lamp Corp., Chicago  
 No. 16 Gibraltar Mfg. Co., Inc., Jersey City, N. J.  
 No. 17 Art Lamp Corp., Chicago  
 No. 18 Sandel Mfg. Co., Chicago  
 No. 19 Mario Mfg. Co., Inc., New York  
 No. 20 Lightmakers, Inc., New York  
 No. 21 Kohl Pottery Products, Chicago  
 No. 22 Ainsley Lamps Inc., Brooklyn  
 No. 23 Arrow Lamps Mfg. Co., Inc., New York  
 No. 24 Kohl Pottery Products, Chicago





No. 1 Industrial Studio Inc., Brooklyn  
No. 2 Keg-O-Products Corp., New York  
No. 3 Adelpia Industries, Philadelphia  
No. 4 Godfrey & Wing, Inc., Cleveland



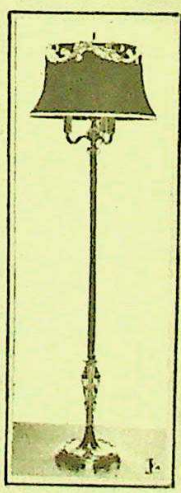
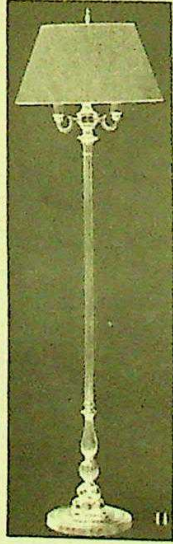
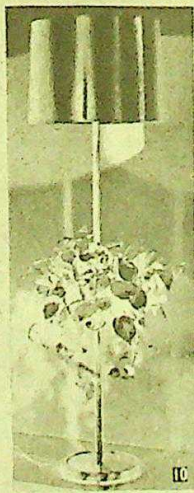
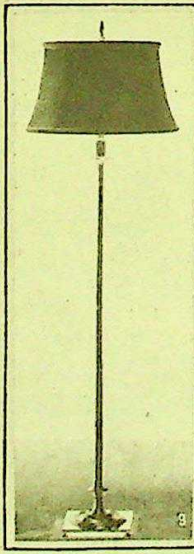
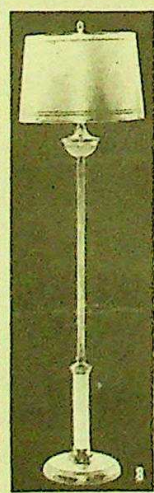
No. 5 Laurel Lamp Mfg. Co., Inc., Newark, N. J.  
No. 6 Argo Lamp Corp., Philadelphia  
No. 7 Keystone Lamp Mfg. Corp., Slatington, Pa.  
No. 8 Laurel Lamp Mfg. Co., Inc., Newark, N. J.

ALL types of lamps in the new lines share in to day's advanced styling; floor lamps, student lamps, boudoirs, table lamps and pin-up lamps show a close study of the niceties of design.

There is too, in many of the lamps the charm of the romantic, the appeal of the exotic or the challenge of the unusual, presented with sensitiveness and good taste.

Some of these lamps are notable for a sense of poise due to their fine proportions, others recall primitive sources of inspiration with refreshing vitality.

No. 9 The Crest Co., Chicago  
No. 10 Lightolier Co., New York  
No. 11 Arrow Lamp Mfg. Co., Inc., New York  
No. 12 Touraine Co., Trenton, N. J.





## Notice the Separate Lines

In this exclusive  
"Rex Designed"

### PLANTER LAMP

FOR  
MODERATE  
PRICED  
PROMOTION!



INDIVIDUALLY  
BOXED  
6 TO A MASTER  
CARTON



REX PICTURE LIGHTS, PIANO LAMPS,  
PIN UPS, BEDLAMPS—THE COMPLETE LINE!

**REX ELECTRIC MFG. CORP.**

Established 1936

190 BERRY ST., BROOKLYN, N. Y.

## Lamps OF DISTINCTION



COLONIAL BRASS  
TABLE LAMPS

PIN-UP BRACKETS

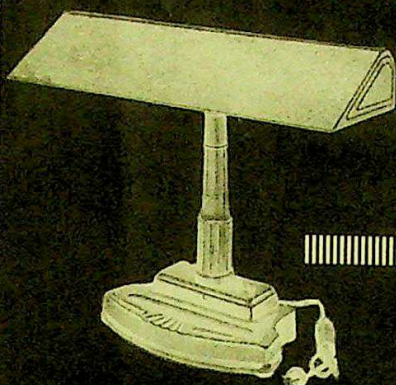
BED LAMPS

**J. SCHAFER**

ELECTRIC NOVELTIES, INC.

Office—Showroom—Factory

149 GRAND STREET, NEW YORK 13, N. Y.



### ATTENTION ASSEMBLERS AND MANUFACTURERS!!!

Ready for Assembly

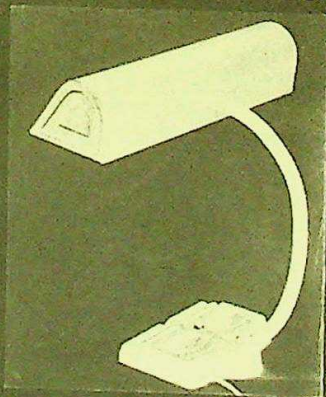
Exclusive design in fluorescent desk lamp  
in hammer tone finish or unfinished  
**NOT WIRED.**

Write at once for sample and prices.

**QUAKER CITY ELECTRIC MFG. CO.**  
1716-20 No. 5th St. Philadelphia 22, Pa.

## ATTENTION DISTRIBUTORS & WHOLESALEERS!

*A  
New Era  
Product!*



Our 14 watt goose-  
neck fluorescent desk  
lamp operates on  
both A.C. and D.C.  
all cycles. No warm  
cords. Guaranteed!

- Base, extra heavy, cannot fall
- Stiff gooseneck—15" long
- The lamp of a thousand uses!
- Noiseless
- Dark brown crackled finish!
- All electrical parts U/L ap-  
proved

Base 5"x6 1/2"  
Shade 15"x4 1/4"  
Weight 9 lbs.  
Individually boxed  
6 to master carton

Also now ready for delivery—our new bronze plated 2  
bulb gooseneck lamp.

Write or wire for particulars.

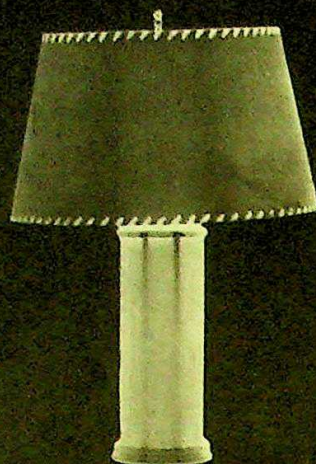
**NEW ERA Light Company**

Executive Office: 2121 Broadway, New York 23, N. Y.  
Plant: 709-11 Broadway, Brooklyn, N. Y.



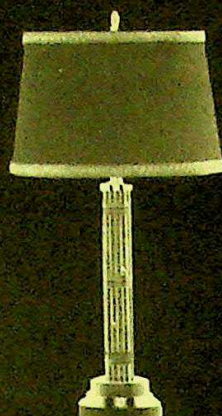
# DECORATIVE LAMPS

Exclusive with FICKS REED CO.



**No. L 180**

Base — Tole Cylinder matching Moss Green, Lime, Flame, Citron, or Turquoise. Shade — Simulated Parchment laced in matching colors. Height 24 in. Shade 18 in. diam.



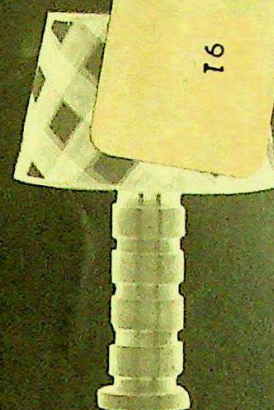
**No. L 108**

Base — Natural Rattan with Brass Trim. Shade — Fine Homespun with Natural Straw Braid Trim. Height 22 in. Shade 12 in. diam.

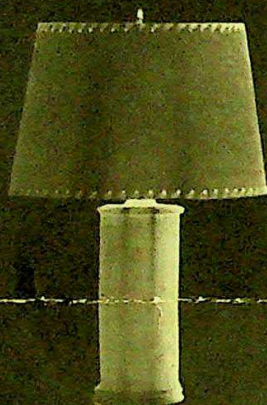


**No. L 106**

Base — Brass Column on Natural Wood Base with colored break matching Moss Green, Lime, Flame, Citron or Turquoise. Shade — Simulated Parchment with colored bands. Height 21 in. Shade 11 in. diam.

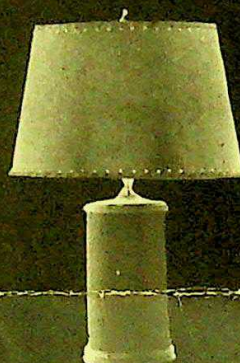


No. 178 A — Natural Wood Base with Shade of Fabric No. 600. Height 23 in. Shade 15 in. diam. No. L 178 B — Same with Shade of Fabric No. 601.



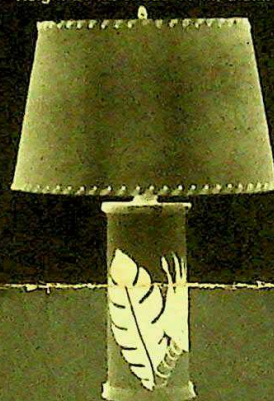
**No. L 181**

Base — Tole Cylinder matching Moss Green, Lime, Flame, Citron, or Turquoise. Shade — Simulated Parchment laced in matching colors. Height 21½ in. Shade 15 in. diam.



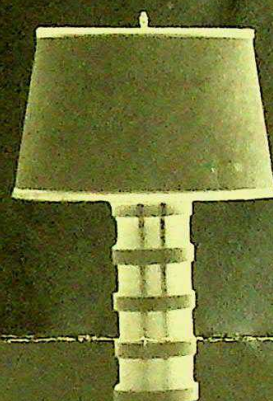
**No. L 182**

Base — Tole Cylinder matching Moss Green, Lime, Flame, Citron, or Turquoise. Shade — Simulated Parchment laced in matching colors. Height 19 in. Shade 13½ in. diam.



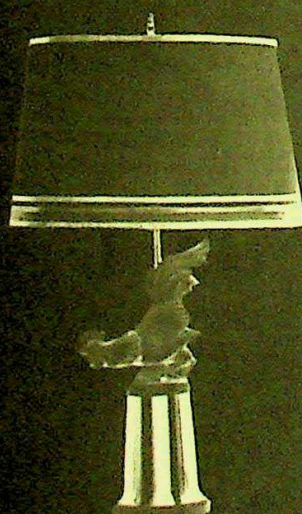
**No. L 172**

Ivory Tole Base with design matching Fabric No. 100. Simulated Parchment shade with colored lacing. Height 22 in. Shade 15 in. diam.



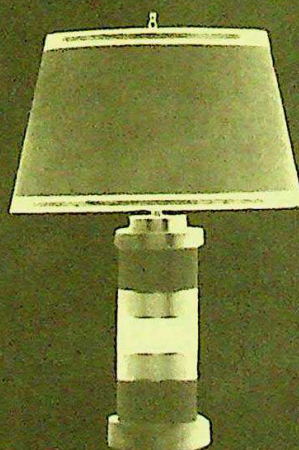
**No. L 170**

Natural Wood Base with colored inserts matching Moss Green, Lime, Flame, Citron or Turquoise. Shade of Grass Paper with Trim to match base. Height 22½ in. Shade 15 in. diam.

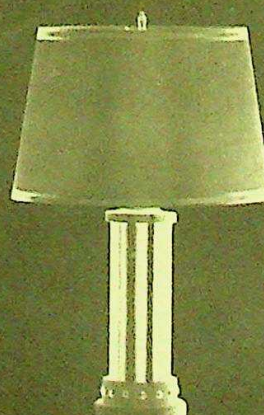


**No. L 189**

Base hand carved wood rooster on brass pedestal. Grass Paper Shade with varicolored trim. Height 27 in. Shade 17 in. diam.

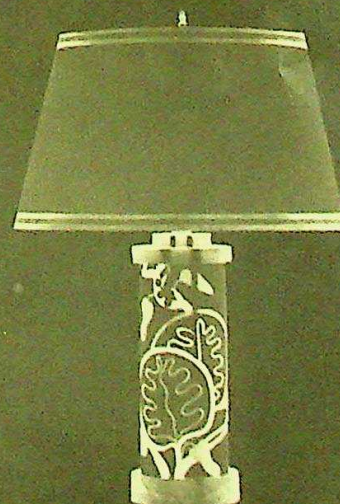


No. L 135 A — Tole Cylinder Base with colored bands matching Fabric No. 691. Homespun Shade with matching colored bands. Height 27 in. Shade 19 in. diam.



**No. L 107**

Brass cylinder base with colored break matching Moss Green, Lime, Flame, Citron or Turquoise. Simulated Parchment shade with gold trim. Height 23 in. Shade 15 in. diam.



No. L 155 A — Ivory Tole Base with design matching Fabric No. 300. Homespun Shade with varicolored bands. Height 27 in. Shade 19 in. diam.

No. L 155 B — Same with design matching Fabric No. 301.

No. L 135 B — Same with colored bands matching Fabric No. 690.

No. L 135 C — Same with colored bands matching Fabric No. 692.



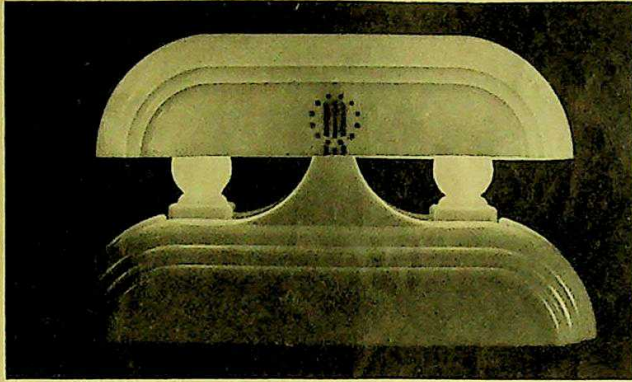
PLASTICS

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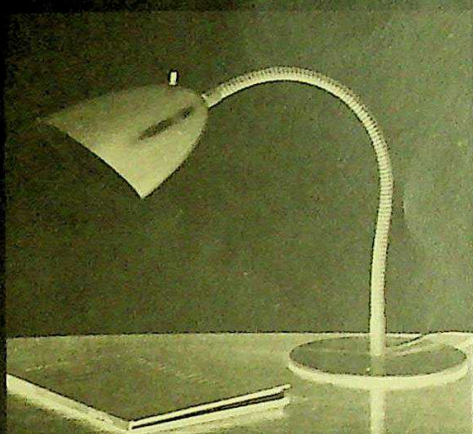


Durable cellulose acetate is used for housing of "Lazy-Lite" bedside lamps made by Hungerford Plastics Corp., Murray Hill, New Jersey. By tilting shade, lights are turned on and off. Price including bulbs and cord, \$2.95



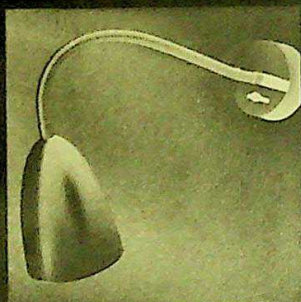


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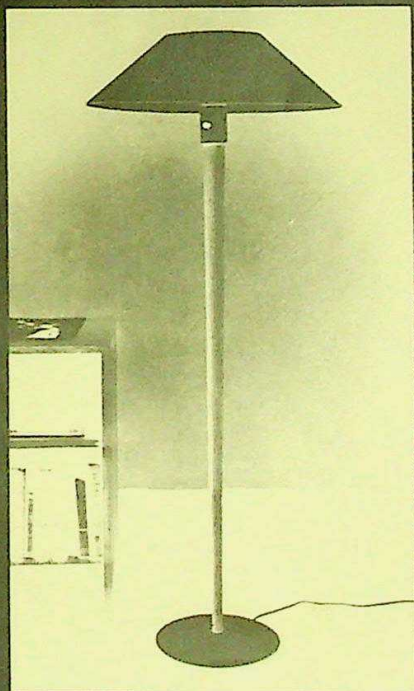
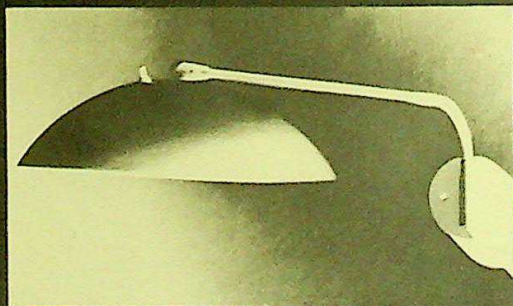


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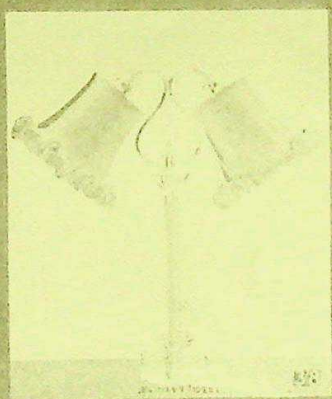
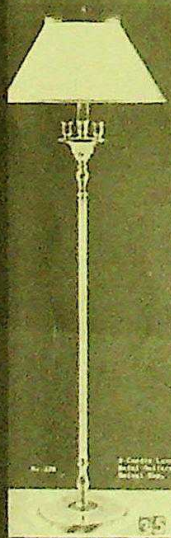
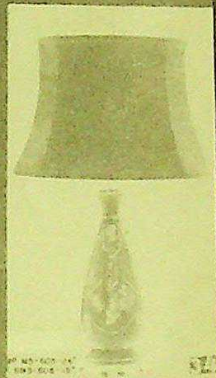
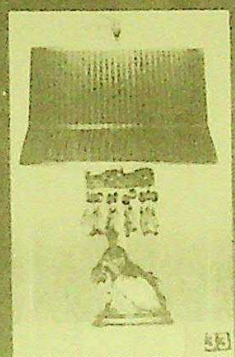
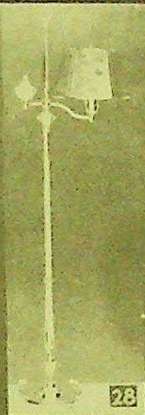
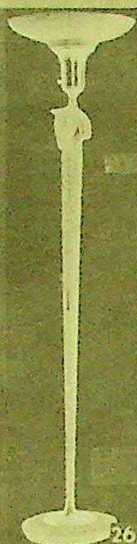
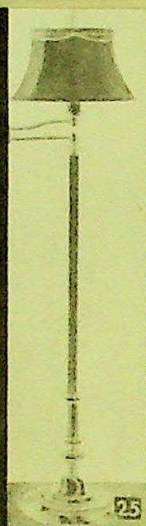


35

#### KURT VERSEN for Kurt Versen Company

Lighting. The design appeal of these lamps is the result of a careful analysis of their functional requirements rather than any arbitrary esthetic expression. Good use is made of the natural wood and metal colors and textures. A search for flexibility, and a straightforward use of the inherent characteristics of our modern light sources by shielding, reflecting or diffusing them, have introduced a promising new form to a generally retrospective field of design. \$11.00 to \$16.50; floor lamp \$33.50.





25—Fairmount Lamp Mfg. Co. 26—Arrow Lamp Mfg. Co. Inc. 27—Touraine Co. 28—The Doric Lamp Mfg. Co. Inc. 29—Calpa Products Co. 30—Mutual Sunset Lamp Mfg. Co. 31—Arton Studios. 32—The Crest Co. 33—The Crest Co. 34—Mutual Sunset Lamp Mfg. Co. 35—Beacon Lamp Co. Inc. 36—Special Number Lamp & Shade Co. 37—Edward P. Paul & Co. Inc. 38—Robert Abbey Inc. 39—Argo Lamp Corp.



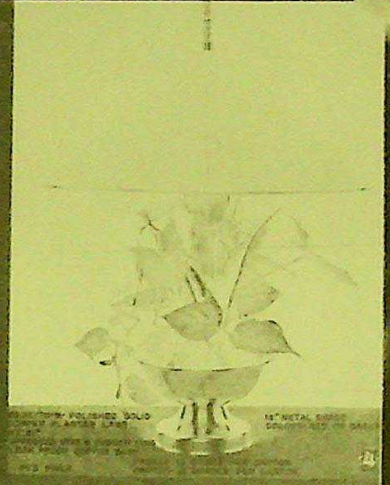
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Lighting & Lamps DEC 1947



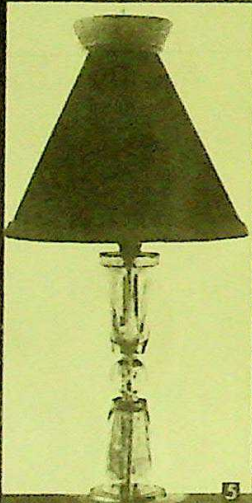
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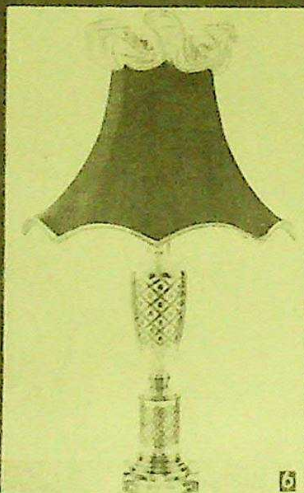
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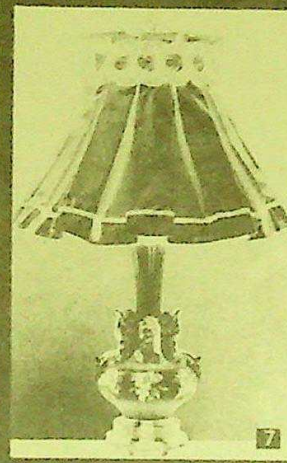
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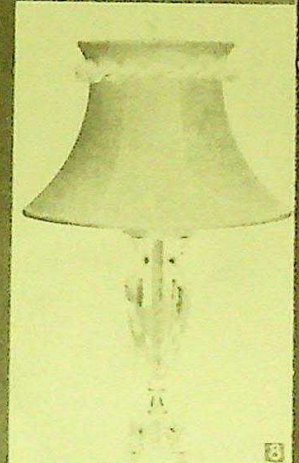
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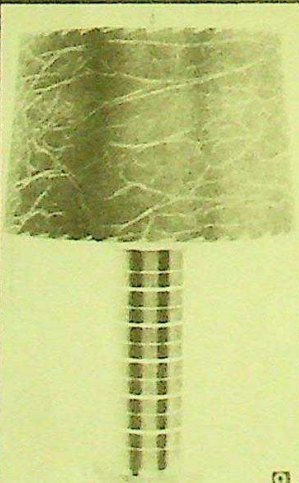
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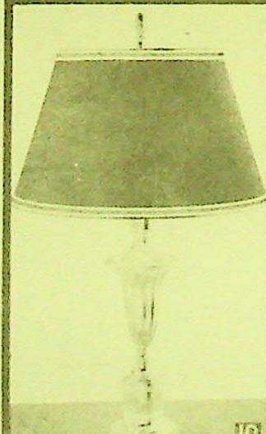
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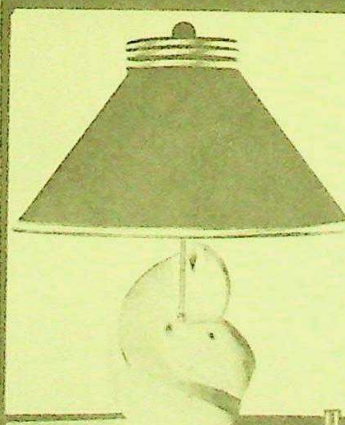
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12

# PREVIEW OF THE NEW LAMP LINES

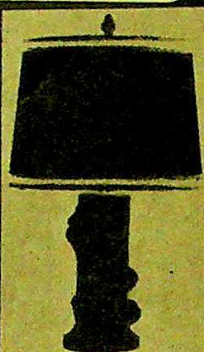
1—Benrose Lamp Co., Inc. 2—L. Rosenfeld & Co., Inc. 3—Goody  
Lamp Co. 4—Adelphia Co. 5—The Lande Co. 6—S. Saxe Co.  
7—Beth Weissman. 8—Period Lamp and Shade Corp. 9—Majestic  
Lamp Mfg. Corp. 10—Radiant Lamps. 11—The Haeger Potteries.



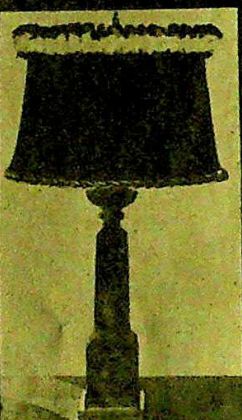


13—Plymouth Lamps Inc. 14—Rex Electric Mfg. Corp. 15—Marshall Novelty Co. Inc. 18—Aliled Lamp Mfg. Co. 19—Arrow Lamp Mfg. Studios. 16—Chelsea Lamp & Shade Co. 17—MacRay Lamp & Co. Inc. 20—J. B. Hirsch Co. 21—Brilliant Lamps Inc. 22—Wilmar Co. 23—Geo. R. Greenwald Co. 24—Nova Mfg. Co.





A. Beck, New York; Bradley Mfg. Co., Chicago; Bradley Mfg. Co., Chicago; F. P. Skinner, Inc., New York; Godfrey & Wing, Cleveland, O.



Active Lamp Mounting Co., N.Y.; Arrow Lamp Mfg. Co., N.Y.; Abels, Wassberg & Co., N.Y.



Wm. F. B. Johnson, Philadelphia; Phil Mar Co., Cleveland; Verplex Co., Essex, Conn.



# Spring Lamp and Shade Festival

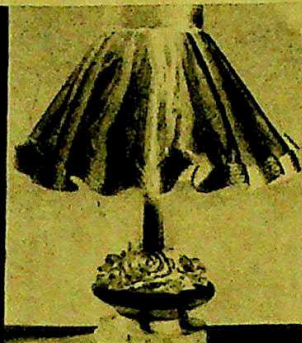
Mac Ray Lamp & Novelty Co., Inc., New York; Nuart Metal Creations, New York; Beth Weissman, New York; Brite Lite Co., New York.





Spring  
Lamp  
and  
Shade  
Festival

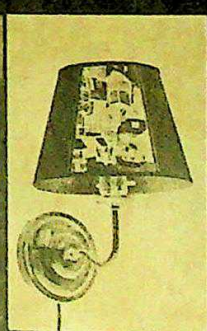
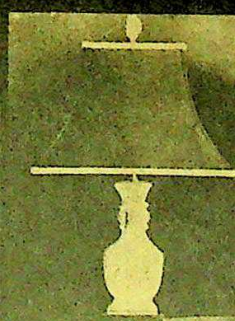
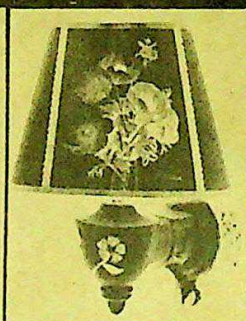
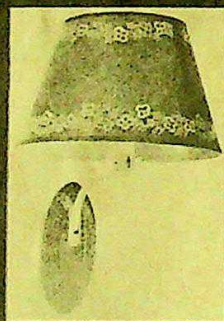




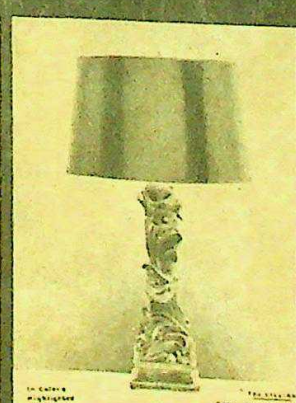
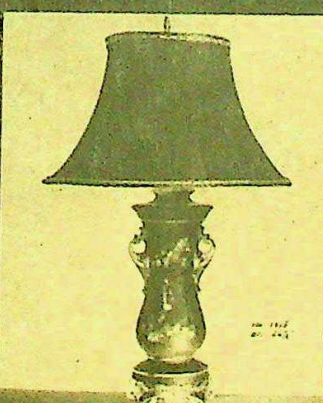
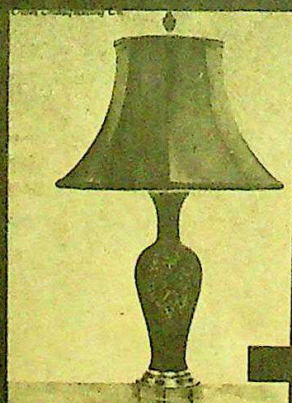
Chelsea Lamp & Shade Co., New York; Lafayette Lighting Equipment Co., New York; Kroywen Lamp Corp., New York; J. B. Hirsch Co., New York.



Greenly Lamp & Shade Co., Inc., New York; Cambridge Lamps, Inc., New York; Hy-Art Lamp Shade Mfg. Co., New York; Eagle Products Co., New York; Central Merchandise Co., New York.



La Salle Lighting Products, Inc., Buffalo, New York; Industrial Studio Inc., Brooklyn, New York; Du-Bell Sales Corp., New York; The Goddess Lamps, New York; Julius J. Blumenthal, Brooklyn, New York.

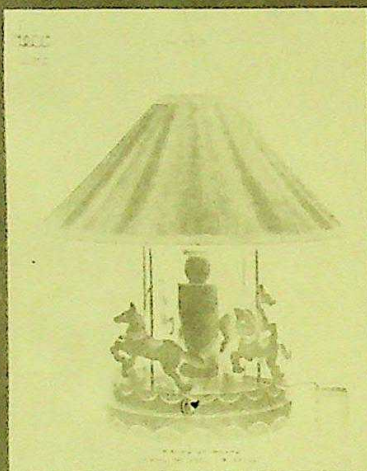


Harry Lugin Co., New York; Olden Mfg. Co., Trenton, New Jersey; Admiration Co., Brooklyn, New York; Daniel Fein, New York.



### Amusing Kiddy Lamps Seen

Amusing kiddy lamps recently have been placed on the market. Noted was the Decco Lamp Company "Merry-Go-Round" lamp. The wood base of this 13 inch lamp is available in ivory and maple. A pink and white or blue and white striped parchment shade comes with the ivory lamps and red, and a tan shade with the maple number. The prancing horse cut-outs and the gay scallops are all hand painted. The lamps wholesale for \$5.50.



"Merry-Go-Round" lamp by Decco Lamp Co.

Also designed for children are the luminous plastic baby "nite-lites" made by the Andover Company, 1068 Coney Island Avenue, Brooklyn 30, N. Y. Made entirely of plastic, these seven inch lamps conceal a tiny socket and seven watt bulb in back. Mounted on clear blocks of Lucite; translucent Catalin round, half-

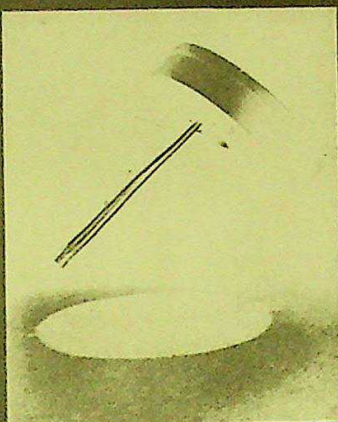


Luminous plastic baby "Nite-Lites" by Andover Co.

round or rectangular columns cause a subtle glow when lighted from behind. Decals are shown on some models and others feature a plastic toy such as the puppy illustrated here. This type of baby "nite-lite" is also available from the Andover Company in a pin-up lamp. Made in pastel, blue, pink and white, the lamps are individually boxed.

### New Tulamp Ballast for Circline

A new "Tulamp," disc-shaped, high-power-factor ballast for the operation of two 12-inch Circline lamps has been an-



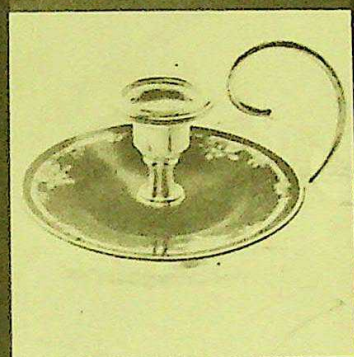
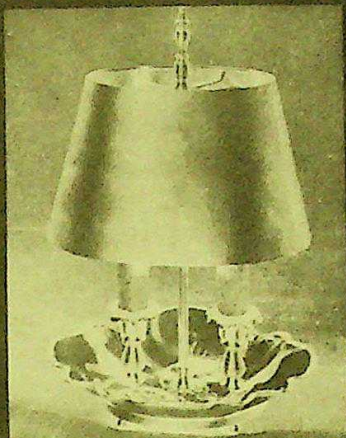
New Tulamp Ballast

nounced by the Specialty Transformer Division of the General Electric Company.

The Tulamp principle of lamp operation are said to practically eliminate cyclic light variation (stroboscopic effect because the lamps are operated out of phase with each other.

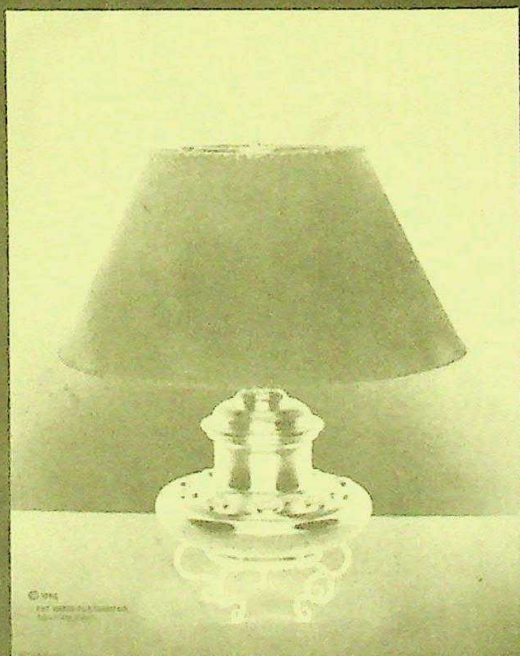
It is stated that the flat disc construction of this ballast, with a center hole for mounting, makes it easy to assemble on the stem of a portable lamp or conceal in the lamp base and that it is also adaptable to shallow-type wall or ceiling fixtures. The ballast leads are brought out through the cover plate and are then threaded through the stem of the fixture for connection to the Circline lamp.

A new easily installed junction box has also been announced. This new box, which includes a mounting bracket, eliminates the need for a separate lamp base plate to cover and protect ballast wiring, according to the company.



Two lamps converted from antiques by Harriet Sherry, importer and designer, 874 Third Avenue, New York City. At top: a desk lamp with two candle lights with especially made brass shade is made from an old china plate. Below: old china plate is ingeniously transformed into chamberstick with bronze holder, handle and base.

At right: "The Dynasty," first of the copyrighted "Craft Wrought Individual Lamps" made by the Charles Stuart Company, 75 Bellevue Street, Newton, Mass. Body of lamp is highly polished bronze with encrusted inlay of brass medallions in a Chinese motif; supported by a handwrought base. Solid bronze finial carries out medallion motif and Empire shade of modified style is of laced calfkin.





# Lamps? Here They Are

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All Shades Are Cellophaned . . . Patented Ring Prevents Buckling . . . All Lamps Equipped with Patented Swivel Harp Enabling Tilting of Shade for Easy Reading . . .

Empire metal end-table lamp finished in English Bronze or Pewter. Shade embossed vellum in floral design and trimmed to harmonize. Height over all 18 in. Shade 12 in. diameter.  
No. 14A58—Pewter  
Base, Each.....\$4.40  
No. 14A59—Bronze  
Base, Each.....\$4.40  
In lots of 12, Each 3.90



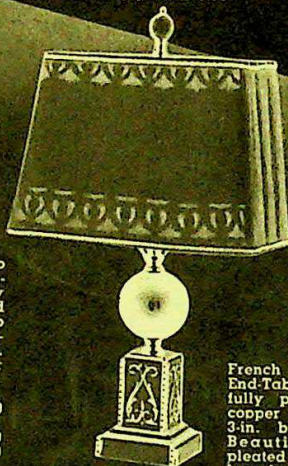
Hand colored triple-fired luster white China Lamp in 2-tone combination. Shade fine silk cloth over vellum, silk braid trimmed in colors to harmonize with base. Height 16 in. Shade 12 in. diameter.  
No. 14A60—Green and White, Each.....\$4.40  
No. 14A61—Rust and White, Each.....\$4.40  
In lots of 12, Each 3.90



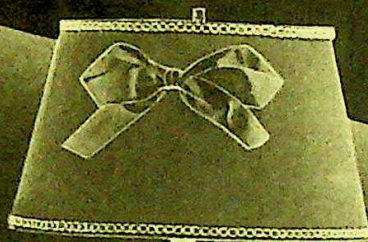
Hand decorated Lenox China Lamp in combinations green and white and orchid and white. Shade cloth covered silk and trimmed with bow to harmonize. Height 15 in. Shade 7 in. diameter.  
No. 14A62—Green and White, Each.....\$4.40  
No. 14A63—Orchid and White, Each.....\$4.40  
In lots of 12, Each 3.90



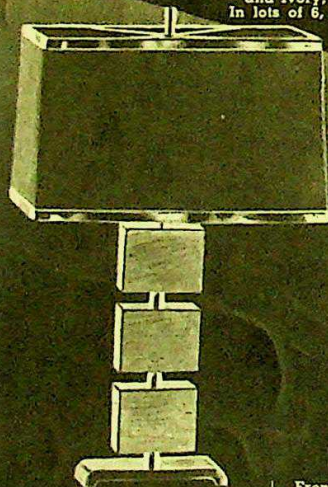
Wood Table Lamp in two popular combination finishes: Maple and Ivory or Dark Walnut and Ivory. Shade covered top in fine cloth over vellum, beautifully trimmed. Height 20 in. Diameter of shade 12 in.  
No. 14A64—Maple and Ivory, Each.....\$7.20  
No. 14A65—Walnut and Ivory, Each.....\$7.20  
In lots of 6, Each.....\$6.70



French Provincial Metal End-Table Lamp, beautifully plated in Brush-copper and Ivory, with 3-in. blue glass ball. Beautiful shade pin-pleated vellum over vellum decorated to harmonize. A new model chosen for its rare beauty and design. Height over all 21 in. Shade 15 in. diameter.  
No. 14A66—Each.....\$7.20  
In lots of 6, Each 6.70

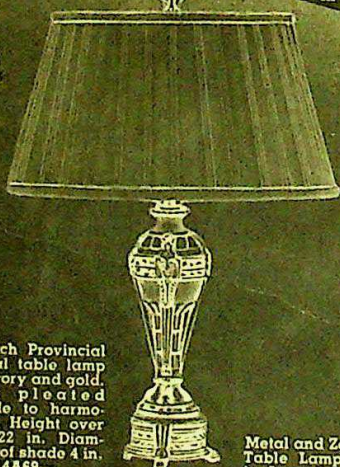


French Provincial Britannia Metal Table Lamp, finished in Pearl-Ivory, beautifully toned. Shade pin-pleated vellum over vellum with silk bow to harmonize. Note the graceful lines, and dainty, smart touches. Height over all 21 in. Diameter of shade 15 in.  
No. 14A67—Each.....\$7.20  
In lots of 6, Each \$6.70

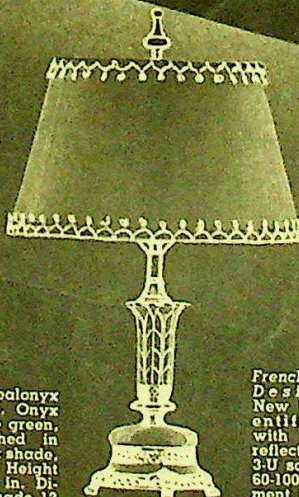


Replica of a Paris Exposition lamp in maple and ivory combination, mounted on metal base. Fine cloth covered over vellum shade trimmed with metal bands in color to harmonize. Height 22 in. Length of shade 10 in.  
No. 14A68—Each.....\$10.40  
In lots of 6, Each.....9.90

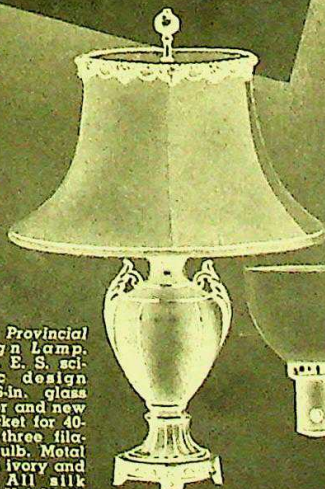
French Provincial metal table lamp in ivory and gold. Silk pleated shade to harmonize. Height over all 22 in. Diameter of shade 4 in.  
No. 14A69—Each.....\$10.40  
In lots of 6, Each.....9.90



Metal and Zealonyx Table Lamp. Onyx in Argentine green, metal finished in gold. All silk shade, gold trim. Height over all 22 in. Diameter of shade 13 in.  
No. 14A70—Each.....\$10.40  
In lots of 6, Each.....9.90



French Provincial Design Lamp. New I. E. S. scientific design with 6-in. glass reflector and new 3-U socket for 40-60-100 three filament bulb. Metal base in ivory and gold. All silk shade. Height 21 in. Diameter of shade 13 in.  
No. 14A71—Each.....\$10.40  
In lots of 6, Each.....9.90



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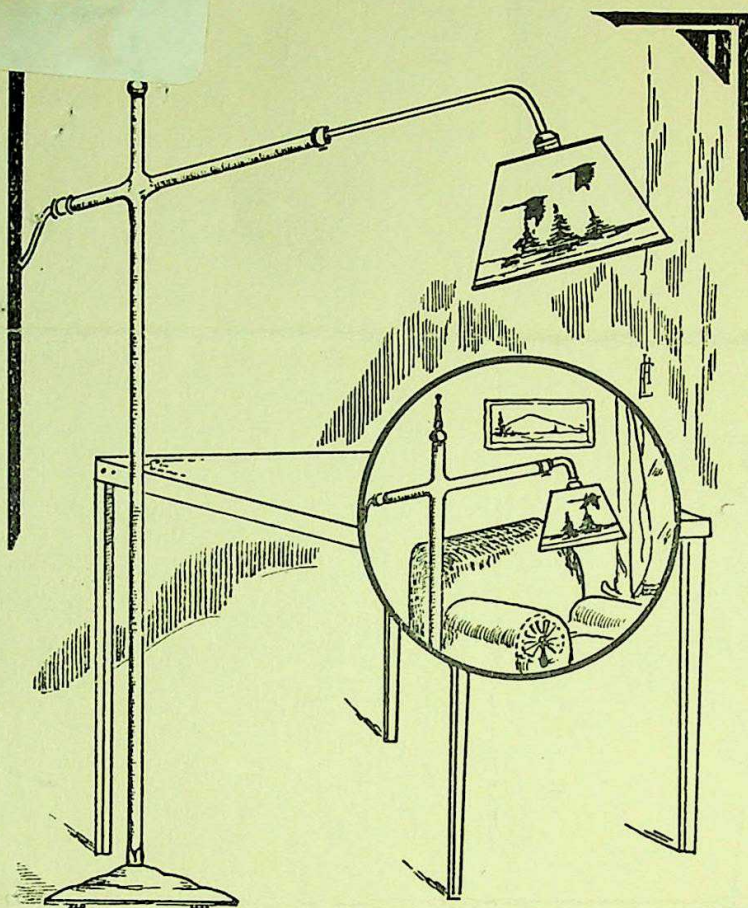
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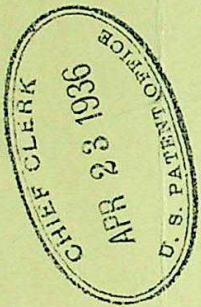
Newspaper Mats furnished without charge.

Printed March 5, 193



Letter 41,358, - Lampcraft Co.  
" " 48,404, - " " } 1936  
" " 54267 Kais, A.

Protest against issuance  
of a patent on lamp shown





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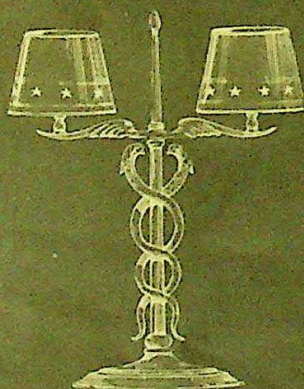
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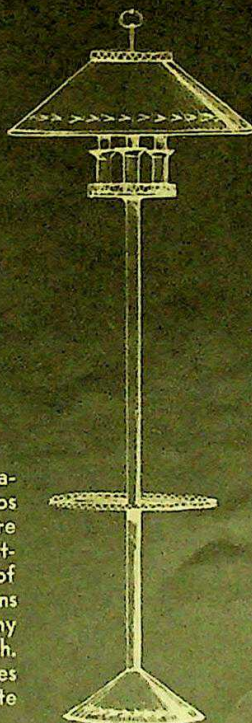
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